

ORDER



KLAS

Orders
Order / Rev: 37573
Alt Order #: 08879721
Product Desc: ISSUE
Estimate: 1119
Flight Dates: 10/13/12 - 10/20/12
Original Date / Rev: 10/11/12 / 10/11/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Cross Roads Media
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Crossroads GPS
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: 08/14/11
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	52	\$125,250.00	\$106,462.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$125,250.00	\$106,462.50	0.00
Totals	52	\$125,250.00	\$106,462.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$125,250.00
Market	100%	\$417,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$104,375.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$20,875.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/14/12	10/14/12	Game Time/UNLV Game Time/UNLV	CM	1135p-1205a -----S	:30	1	\$350.00	LV1	0.00	NM	1	\$350.00
GAME TIME WITH UNLV <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$350.00 0.00														
E 2	8	10/14/12	10/14/12	8 News Now Sun 5-7p 8 News Now Sun 5-7p	CM	5-7p -----S (5:00 PM-5:30 PM)	:30	1	\$300.00	LV1	0.00	NM	1	\$300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/16/12	10/16/12	8 News Now 4p M-F	CM	4-5p	-T-----	:30	1	\$1,600.00	LV1	0.00	NM	1	\$1,600.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,600.00		0.00			
E 15	8	10/17/12	10/17/12	8 News Now 4p M-F	CM	4-5p	--W----	:30	1	\$1,600.00	LV1	0.00	NM	1	\$1,600.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,600.00		0.00			
E 16	8	10/19/12	10/19/12	8 News Now 4p M-F	CM	4-5p	----F--	:30	1	\$1,600.00	LV1	0.00	NM	1	\$1,600.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,600.00		0.00			
E 17	8	10/15/12	10/15/12	Letterman	CM	1135p-1237a	M-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
Letterman															
LATE SHOW W/LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
E 18	8	10/16/12	10/16/12	Letterman	CM	1135p-1237a	-T-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
Letterman															
LATE SHOW W/LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,200.00		0.00			
E 19	8	10/19/12	10/19/12	Letterman	CM	1135p-1237a	----F--	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
Letterman															
LATE SHOW W/LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,200.00		0.00			
E 20	8	10/15/12	10/15/12	8 News Now Noon M-F	CM	12-1230p	M-----	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,300.00		0.00			
E 21	8	10/17/12	10/17/12	8 News Now Noon M-F	CM	12-1230p	--W----	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,300.00		0.00			
E 22	8	10/15/12	10/15/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
8 News Now 6a M-F															
MORNING NEWS ROTATOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,400.00		0.00			
E 23	8	10/16/12	10/16/12	8 News Now 6a M-F	CM	6-7a	-T-----	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
8 News Now 6a M-F															
MORNING NEWS ROTATOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,400.00		0.00			
E 24	8	10/19/12	10/19/12	8 News Now 6a M-F	CM	6-7a	----F--	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
8 News Now 6a M-F															
MORNING NEWS ROTATOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,400.00		0.00			
E 25	8	10/15/12	10/15/12	8 News Now 11p M-F	CM	11-1135p	M-----	:30	1	\$2,700.00	LV1	0.00	NM	1	\$2,700.00
8 News Now 11p M-F															
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$2,700.00		0.00			
E 26	8	10/16/12	10/16/12		CM	11-1135p	-T-----	:30	1	\$2,700.00	LV1	0.00	NM	1	\$2,700.00

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8 News Now 11p M-F														
8 News Now 11p M-F														
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$2,700.00		0.00			
E 27	8	10/17/12	10/17/12	8 News Now 11p M-F	CM	11-1135p	--W----	:30	1	\$2,700.00	LV1	0.00	NM	\$2,700.00
8 News Now 11p M-F														
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$2,700.00		0.00			
E 28	8	10/18/12	10/18/12	8 News Now 11p M-F	CM	11-1135p	---T---	:30	1	\$2,700.00	LV1	0.00	NM	\$2,700.00
8 News Now 11p M-F														
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$2,700.00		0.00			
E 29	8	10/19/12	10/19/12	8 News Now 11p M-F	CM	11-1135p	----F--	:30	1	\$2,700.00	LV1	0.00	NM	\$2,700.00
8 News Now 11p M-F														
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$2,700.00		0.00			
E 30	8	10/15/12	10/15/12	CBS This Morning 7-9a	CM	7-9a	M-----	:30	1	\$1,400.00	LV1	0.00	NM	\$1,400.00
CBS This Morning														
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,400.00		0.00			
E 31	8	10/18/12	10/18/12	CBS This Morning 7-9a	CM	7-9a	---T---	:30	1	\$1,400.00	LV1	0.00	NM	\$1,400.00
CBS This Morning														
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,400.00		0.00			
E 32	8	10/19/12	10/19/12	CBS This Morning 7-9a	CM	7-9a	----F--	:30	1	\$1,400.00	LV1	0.00	NM	\$1,400.00
CBS This Morning														
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,400.00		0.00			
E 33	8	10/15/12	10/15/12	Ellen	CM	3-4p	M-----	:30	1	\$1,600.00	LV1	0.00	NM	\$1,600.00
Ellen														
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,600.00		0.00			
E 34	8	10/18/12	10/18/12	Ellen	CM	3-4p	---T---	:30	1	\$1,600.00	LV1	0.00	NM	\$1,600.00
Ellen														
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,600.00		0.00			
E 35	8	10/19/12	10/19/12	Ellen	CM	3-4p	----F--	:30	1	\$1,600.00	LV1	0.00	NM	\$1,600.00
Ellen														
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,600.00		0.00			
E 36	8	10/15/12	10/15/12	8 News Now 5a M-F	CM	5-6a	M-----	:30	1	\$1,200.00	LV1	0.00	NM	\$1,200.00
8 News Now 5a M-F														
8 NEWS NOW AT 5-7AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,200.00		0.00			
E 37	8	10/18/12	10/18/12	8 News Now 5a M-F	CM	5-6a	---T---	:30	1	\$1,200.00	LV1	0.00	NM	\$1,200.00
8 News Now 5a M-F														
8 NEWS NOW AT 5-7AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,200.00		0.00			
E 38	8	10/19/12	10/19/12		CM	5-6a	----F--	:30	1	\$1,200.00	LV1	0.00	NM	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 5a M-F 8 News Now 5a M-F														
8 NEWS NOW AT 5-7AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,200.00		0.00			
E 39	8	10/13/12	10/13/12	8 News Now Sat 5-7p	CM	5-7p								
				8 News Now Sat 5-7p		(6:30 PM-7:00 PM)								
8 NEWS NOW AT 630PM-SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$2,500.00		0.00			
E 40	8	10/16/12	10/16/12	1230-2p Soaps/ LMAD	CM	1230-2p								
				Soaps / Let's Make A Deal										
THE BOLD AND THE BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$1,700.00		0.00			
E 41	8	10/17/12	10/17/12	1230-2p Soaps/ LMAD	CM	1230-2p								
				Soaps / Let's Make A Deal										
THE BOLD AND THE BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,700.00		0.00			
E 42	8	10/19/12	10/19/12	1230-2p Soaps/ LMAD	CM	1230-2p								
				Soaps / Let's Make A Deal										
THE BOLD AND THE BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,700.00		0.00			
E 43	8	10/15/12	10/15/12	1230-2p Soaps/ LMAD	CM	1230-2p								
				Soaps / Let's Make A Deal		(1:00 PM-2:00 PM)								
LET'S MAKE A DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,700.00		0.00			
E 44	8	10/17/12	10/17/12	1230-2p Soaps/ LMAD	CM	1230-2p								
				Soaps / Let's Make A Deal		(1:00 PM-2:00 PM)								
LET'S MAKE A DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,700.00		0.00			
E 45	8	10/19/12	10/19/12	1230-2p Soaps/ LMAD	CM	1230-2p								
				Soaps / Let's Make A Deal		(1:00 PM-2:00 PM)								
LET'S MAKE A DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,700.00		0.00			
E 46	8	10/15/12	10/15/12	630-7p Inside Edition	CM	630-7p								
				Inside Edition										
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$3,500.00		0.00			
E 47	8	10/17/12	10/17/12	630-7p Inside Edition	CM	630-7p								
				Inside Edition										
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$3,500.00		0.00			
E 48	8	10/15/12	10/15/12	Price Is Right	CM	10-11a								
				Price Is Right										
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$5,000.00		0.00			
E 49	8	10/18/12	10/18/12	Price Is Right	CM	10-11a								
				Price Is Right										
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$5,000.00		0.00			
E 50	8	10/19/12	10/19/12		CM	10-11a								

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PRICE IS RIGHT Price Is Right Price Is Right PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$5,000.00 0.00														
E 51	8	10/16/12	10/16/12	Tue 8-9p NCIS: LA	CM	8-9p -T-----	:30	1	\$30,000.00	LV1	0.00	NM	1	\$30,000.00
NCIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$30,000.00 0.00														
E 52	8	10/14/12	10/14/12	8 News Now Sun 5-7p 8 News Now Sun 5-7p (6:30 PM-7:00 PM)	CM	5-7p -----S	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 NEWS NOW AT 630PM-SUN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$3,000.00 0.00														
Totals													52	\$125,250.00